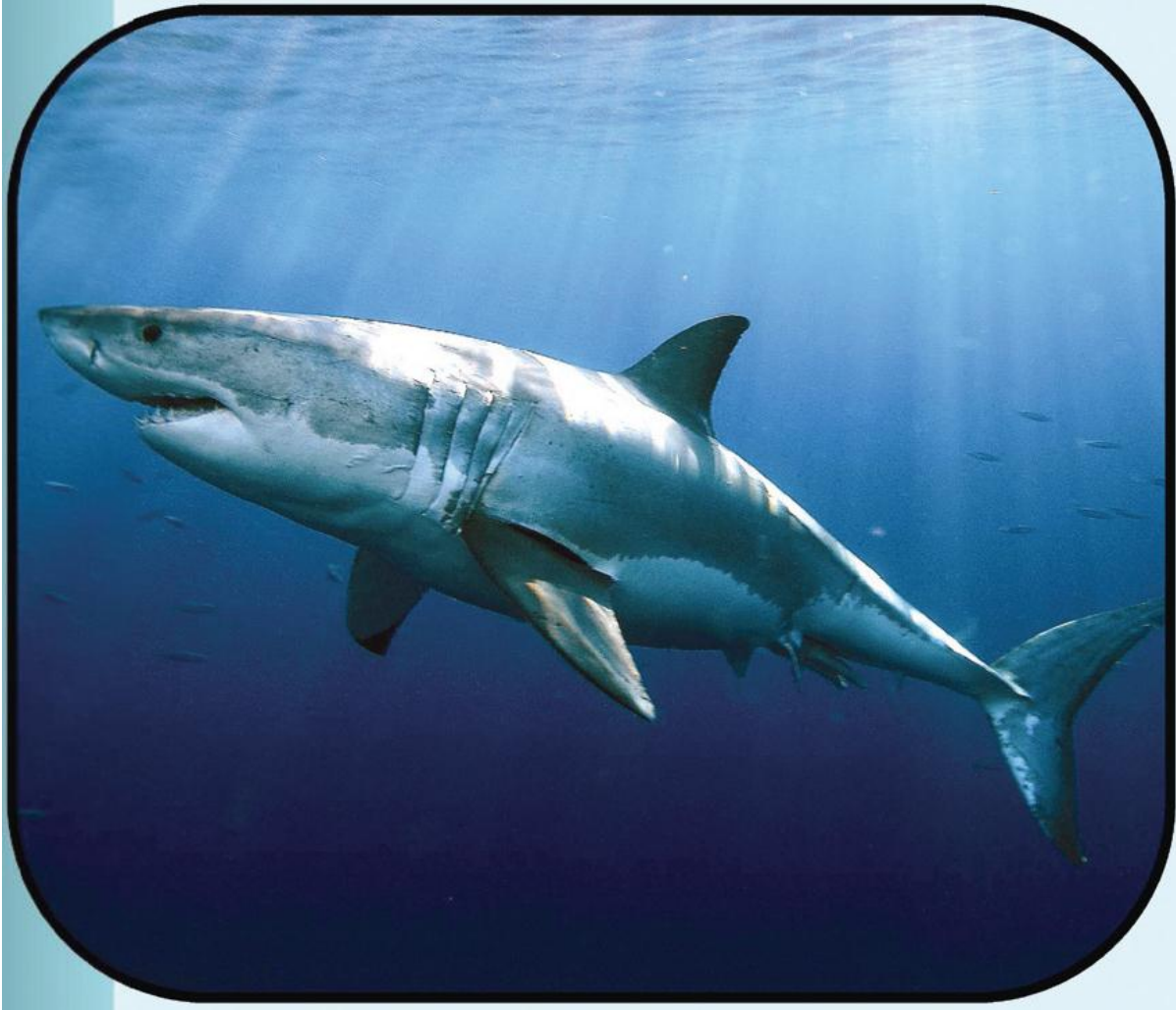


CAPE COD GREAT WHITE SHARK SAFETY



CIC Shark Outreach Grant

April 1, 2014

Town of Orleans, MA, Town of Chatham, MA, Town of
Truro, MA, Town of Nantucket, MA, Town of Harwich, MA, Town of Yarmouth, MA,
Town of Dennis, MA, Town of Wellfleet, MA, Town of Provincetown, MA, Town of
Brewster, MA, Town of Barnstable, MA

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Town of Orleans

Nathan P. Sears

Natural Resources Manager

Harbormaster / Shellfish Constable

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Tim Dodd
Local Government Program Manager
State House Room 373
Boston, MA 02113

April 14, 2014

Dear Tim Dodd:

As you may know, the communities of Orleans, Provincetown, Truro, Eastham, Chatham, Brewster, Dennis, Yarmouth, Barnstable, Nantucket, and the Cape Cod National Seashore have formed a regional working group to address the white shark presence in our harbors and along our coastline. Through your Community Innovation Challenge grant, we were able to develop standardized signs advising and cautioning the public of these sharks in our waters. Additionally, we produced an informational brochure that all of the above communities use to help educate the public on the presence of these animals. These brochures have been made available throughout the mid, lower and outer Cape communities including the Cape Cod National Seashore.

Thank you,

Nathan Sears

EXECUTIVE SUMMARY

The Town of Orleans, in cooperation with ten (10) Massachusetts towns, requested \$45,000 from the Community Innovation Challenge Grant Program to establish a local effort to pilot a community outreach initiative educating citizens and visitors about the sharks. As seal populations in Cape Cod waters have increased, so have the number of predators. During the past several years, communities have seen a dramatic increase in the number of great white sharks migrating and feeding in close proximity to public bathing beaches. Although each community is unique, they share the same concerns regarding management approaches, obtaining of scientific data, public education and promotion of public safety with respect to great white sharks. On October 24, 2012, several Cape Cod towns met to discuss the great white shark population and how to move forward as a region in addressing common problems and concerns. The need to increase understanding of the Great White Shark population and develop a community outreach component to shark awareness was overwhelming. There are currently no consistent outreach efforts for Great White Sharks occurring in Massachusetts. The coastal communities are concerned regarding the potential

negative economic impacts associated with a reduction in beach-goers who are uneducated regarding sharks and their behaviors.

SECTION 1: PARTNER COMMUNITIES

List all participating entities: Town of Orleans, MA ,Town of Chatham, MA, Town of Truro, MA, Town of Nantucket, MA, Town of Harwich, MA, Town of Yarmouth, MA, Town of Dennis, MA, Town of Wellfleet, MA, Town of Provincetown, MA, Town of Brewster, MA, Town of Barnstable, MA

The Town of Orleans was the lead agency. The community partnership evolved as a result from a regional working group.

SECTION 2: GOALS

- 1) Increase public awareness of the presence of the sharks.
- 2) Increase public education regarding safe practices and how to avoid interaction with the species.
- 3) Inform the public of sightings and notification protocols to increase public safety.

SECTION 3: IMPLEMENTATION PLAN

- 1) Coordinate meetings throughout the partnered communities
- 2) Determine the most effective way to achieve goals
- 3) Discussion regarding sign type/design/color/language
- 4) Development of educational brochure: design/material/language etc.
- 5) Determining the total number of signs and brochures in order to accommodate all the communities
- 6) Final design and solicitation of bids
- 7) Purchase and delivery of signs and brochures
- 8) Verification of sign installation
- 9) Analysis of public reaction and feedback

SECTION 4: BUDGET

The development of cost estimates were based on preliminary investigation of sign development and production of brochures. The change in the budget was a result of the involvement of the DOT in the production and purchase of the signs. This much lower cost resulted in the Town of Orleans returning funds.



Starting budget:	\$45,000.00
Brochure design:	\$200.00
Massachusetts DOT signs production:	\$14,944.54
Production of brochures:	\$22,500.00
Balance returned to CIC:	\$7,355.46

SECTION 5: CHALLENGES AND SOLUTIONS

The most significant challenge was that there was no real blueprint design on how to base the program. It was a new phenomenon for the communities on the Cape. It was a challenge to coordinate various inputs from all the involved communities.

This coordination between the towns significantly enhanced inter-municipal relationships. Furthermore, all the public information that was developed and distributed throughout the communities resulted in a uniform public information campaign.

SECTION 6: OUTCOMES

PROJECT GOAL	MEASURE		CURRENT PERIOD	PRIOR PERIOD	TREND	TARGET	STATUS	COMMENTS
To develop a regional approach to great white shark outreach and education	# of signs installed		100%	100%	Stable	100%		Completed
	# of people receiving education materials		8-10,000	5-8,000	Increase	100%		On-going
STATUS LEGEND	OFF TARGET:		CLOSE TO TARGET		ON TARGET:	Y	NOT APPLICABLE:	

CONTACT INFORMATION

Nathan Sears, Town of Orleans Natural Resources Manager
Stuart Smith, Town of Chatham Harbormaster

RESOURCES

The development of the signs was done entirely within the partnership. During the design process of the brochures, we relied on input from the Division of Marine Fisheries and the Atlantic White Shark Conservancy, a local non-profit agency aimed at public awareness.

